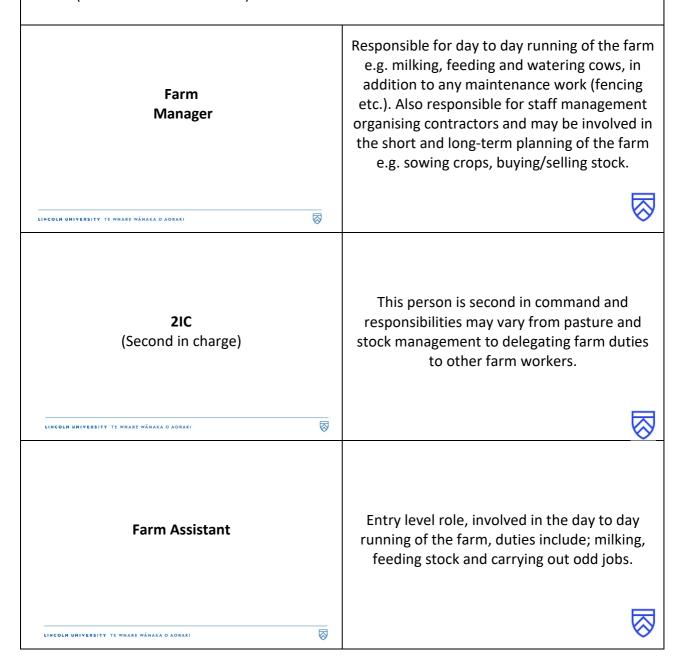
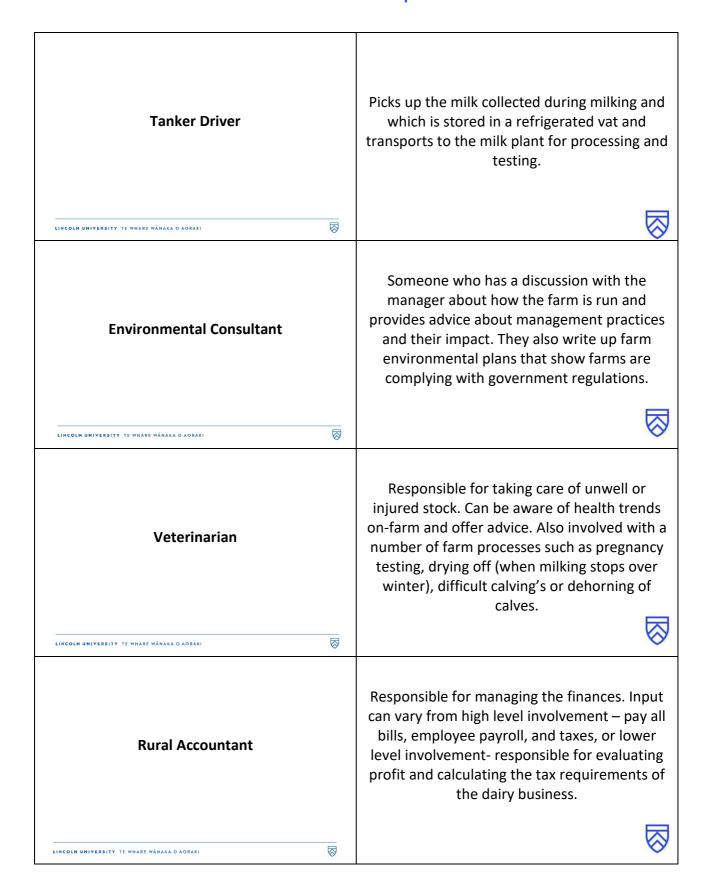
**Task:** There are a lot of people involved in the dairy industry and primary sector and this activity is to help student explore this.

- Either print out these cards **or** give students the "People in the Industry\_Student Activity" where the careers and role descriptions have already been mixed up.
- Students first match the career with the description.
- Then they can organise the roles into three columns; on-farm, off-farm, mixture of both (office work and site work).



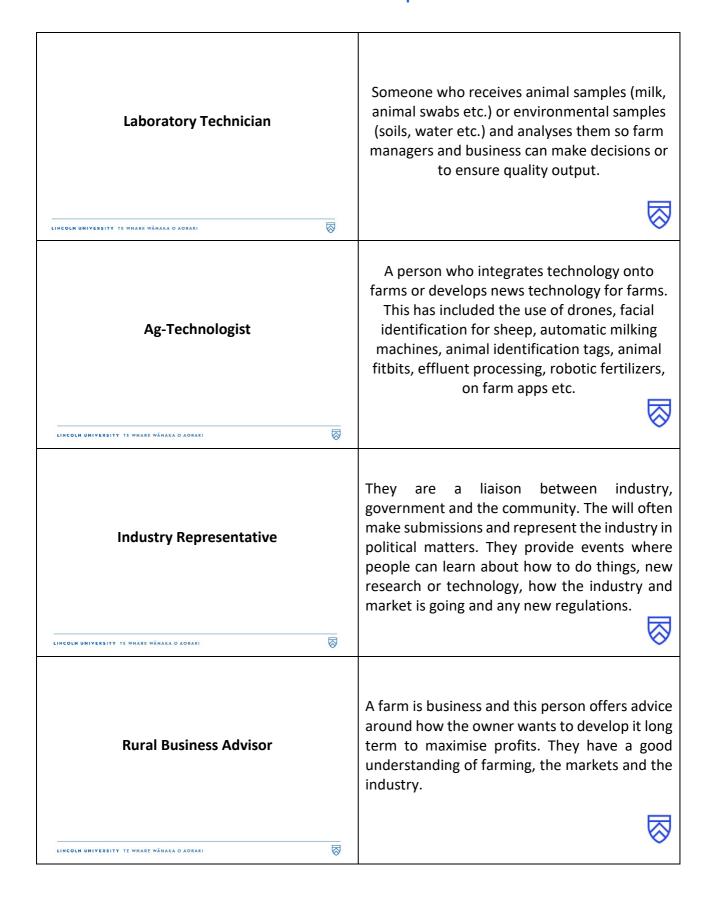




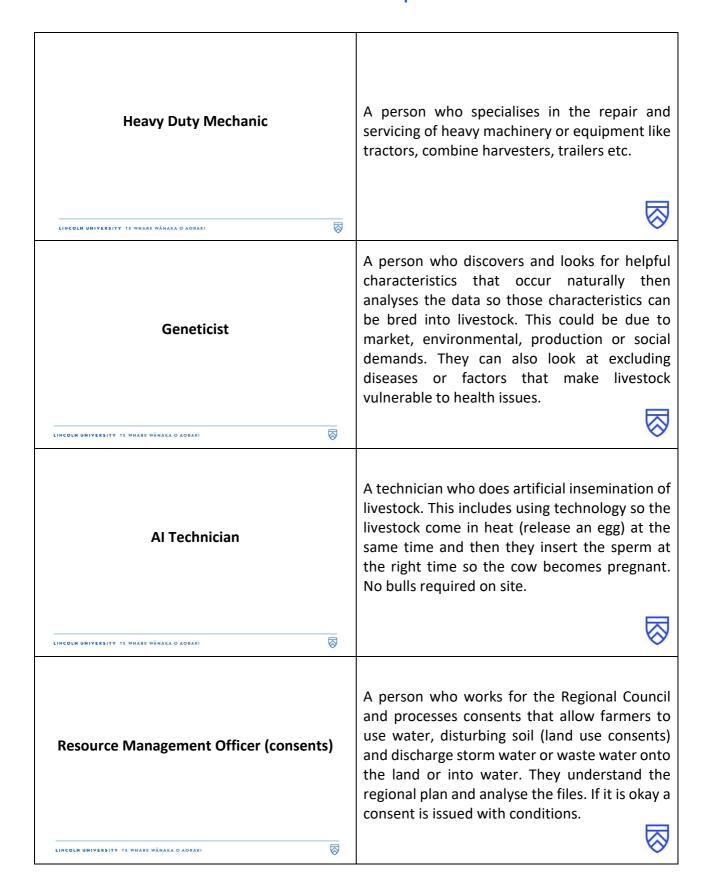


Rural Contractors		A broad term for a business that is employed temporarily to perform a specific task. On a dairy farm this may involve a number of things such as, making silage or hay, sowing crops or fencing.
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Researcher		A person who has an idea or wants to research on how to improve environmental impacts, production or welfare. Learns about how things work, tests their ideas, refines them and shares their results with the industry.
LINCOLN UNIVERSITY TE WHARE WÂNAKA O AORAKI	<b>□</b>	
Animal Health Consultant		Someone who analyses a farm's systems and looks at animal outcomes to figure out how to improve animal health. They advise managers on cow nutrition, reproduction, management and infrastructure so the cows can perform at their best.
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Seed/ Fertiliser Advisor		Understand what managers what to achieve and their farming system. They look over the paddocks/ area and the results of soil testing to provide recommendations about what species of pasture, crop or fertiliser could work.
LINCOLN UNIVERSITY TE WHARE WÄNAKA O AORAKI	8	$\overline{\otimes}$

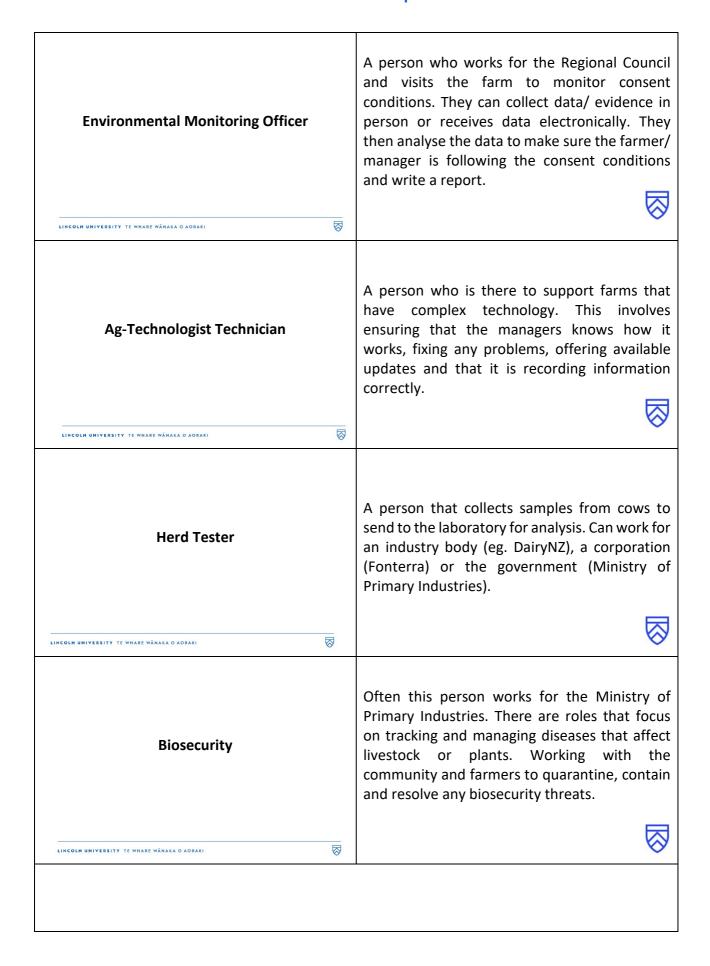












Note: The carers in blue have not been included in the student activity and are for reference.		
Farm owner-operator	Owns land, the facilities, the stock and also doubles as the manager who is responsible for day to day running of the farm- including staff.	
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Farm-owner	Owns land and facilities (e.g. milking shed, effluent ponds, houses for farm staff etc.) May not work on the farm or manage the farm directly.	
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Share-milker	Employed by the farm owner to run the farm.  Owns the machinery (e.g tractors bikes etc.) and if not all than a portion of the dairy herd.  They run the operation and provide staff and share the costs as well as the income from milk with the farm owner.	
LINCOLN UNIVERSITY TE WHARE WÂNAKA O AORAKI	•	
Contract Milker	The contract milker provides staff and also run the operation. They may provide bikes and vehicles but will not need to provide stock, tractors or larger forms of machinery. In return they are provided a set (contract) income based on what is produced (kg Milk Solids).	
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Milk Harvester	A casual worker whose sole job is to milk cows, they are often not required for other general farm duties.
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Breeder	A person who looks at the data from the geneticist to pick characteristics that they want to breed into a group of livestock. They then sell the livestock or seamen/ sperm to farms so the farms can benefit and integrate the characteristics into the herd with future offspring.
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Bank Manager	In NZ approximately 50% of the farm business is owned by the bank (due to loans). The relationship with this person is very important for maintaining financial support.
LINCOLN UNIVERSITY TE WHARE WÂNAKA O AORAKI	$\otimes$
Agricultural Engineer	A person who will fix equipment like tractors and milking machinery. They can also build dairy infrastructure like milking sheds and feeding platforms.
LINCOLM UNIVERSITY TE WHARE WÂNAKA O AORAKI	

